

## **TU Hamburg-Harburg launches research project 'Global Innovation' to investigate internationalization of R&D**

Date: 04.04.2008 - 12:28

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [Research Project Global Innovation, TU Hamburg-Harburg](#)

Innovations are increasingly seen as a source of economic growth and as a useful instrument to face the competition brought about by the globalization. Not surprisingly, innovations have acquired a key-role in the growth and competition strategies of many firms, countries and economic regions. At the same time, a strong trend of internationalization of innovations may be observed across all countries actively participating in the global economy. This trend is reflected in the increasing number of offshore research and development (R&D) centers located basically in emerging economies such as China and India.

The Institute of Technology & Innovation Management (TIM) at Hamburg University of Technology (TUHH) has launched a research project named 'Global Innovation' to investigate issues related to internationalization of innovation, particularly R&D. A primary aim of the project is to observe, analyze and forecast developments in the field of globalization of innovations. It also aims to provide decision-makers from selected industry sectors with useful instruments while deciding on whether or not to internationalize their innovation / R&D activities and to which locations. The research is focused on finding answers to following issues:

- 1) What is the role of 'outsourcing' and/or 'offshoring' in the R&D strategy of firms today? Special attention, hereby, is paid to the needs of two groups of firms: a) German firms, and b) Small- and medium sized enterprises (SMEs).
- 2) What are the advantages and possible risks of internationalization of innovation activities, particularly of R&D? Which are the factors that are critical to success?
- 3) Which are the most attractive R&D locations for particular branches? What are the reasons for their attractiveness?
- 4) Could firms be at a disadvantage if they choose not to internationalize their innovation activities, especially R&D?
- 5) What are the lessons that SMEs can learn from the success/failure of international innovation / R&D activities of multinational firms?

The research work is focused on firms from various key-industry sectors, such as Information and Communication Technologies (ICT), Pharmaceuticals and Life Sciences, Mechanical Engineering, Automotive and Automotive Components, and Logistics. Even though not exclusively focused on a single region, the research project pays special attention to emerging R&D locations such as China and India.

The overall research project is chaired by Prof. Cornelius Herstatt, the director of TIM at TUHH. Individual studies are led by Dr. Stephan Buse and Mr. Rajnish Tiwari.

Project website: [www.global-innovation.net](http://www.global-innovation.net)

Further information:

Prof. Dr. Cornelius Herstatt

Project Coordinator, Research Project Global Innovation

Tel.: +49 – (0)40 – 428 78 – 37 77 (Secretariat), E-Mail: [c.herstatt@tuhh.de](mailto:c.herstatt@tuhh.de)

Dr. Stephan Buse

Project Leader of the study “Internationalization of Research and Development: An Empirical Study of Small and Medium Sized Enterprises in Germany”

Tel.: +49 – (0)40 – 428 78 – 38 29, E-Mail: [stephan.buse@tuhh.de](mailto:stephan.buse@tuhh.de)

Mr. Rajnish Tiwari

Project Leader of the study “The Role of Offshore R&D in Strengthening Competitive Advantage: Chances and Challenges in India”

Tel.: +49 – (0)40 – 428 78 – 39 51, E-Mail: [rajnish.tiwari@tuhh.de](mailto:rajnish.tiwari@tuhh.de)

'Research Project Global Innovation' (RPGI) is a project of the Institute of Technology and Innovation Management (TIM) at Hamburg University of Technology, also known as Technical University Hamburg-Harburg (TUHH).

The TUHH is one of the youngest universities in Germany as well as one of the most successful. Between 1982 and today an attractive architectural ensemble was created on the TUHH campus in the south of Hamburg. The campus, with its modern buildings, fits most naturally into the surrounding parkland. With the combination of beauty and function the university has become a landmark in city-planning. For further information see:

[www.tuhh.de/about/](http://www.tuhh.de/about/)

The Institute for Technology and Innovation Management at the Hamburg University of Technology (TUHH) was founded in 1998 and is headed by Prof. Cornelius Herstatt PhD, MBA. Prof. Herstatt has worked for many years in managerial positions in both Industry and Consulting. Before joining TUHH, he was teaching at the University of Zurich and St. Gall (Switzerland). The department is still in the building-up phase, and we cooperate with a number of research institutes in and outside of Germany as well as with a number of companies and federal/private institutions. For further information see:

[www.tu-harburg.de/tim/en/index.html](http://www.tu-harburg.de/tim/en/index.html)

Rajnish Tiwari

Institute of Technology & Innovation Management (M-20)  
Hamburg University of Technology (TU Hamburg-Harburg)  
Schwarzenbergstr. 95, D-21073 Hamburg, Germany

Tel: +49 - (0)40 - 428 78 - 39 51

Fax: +49 - (0)40 - 428 78 - 28 67

E-Mail: [rajnish.tiwari@tuhh.de](mailto:rajnish.tiwari@tuhh.de)

WWW: [www.tuhh.de/tim](http://www.tuhh.de/tim)

WWW: [www.global-innovation.net](http://www.global-innovation.net)

**[You can find this press release here](#)**